

BRADY & ALYSSA HAMMOND

rising stars

EDUCATION TO REAL ESTATE

The theory “opposites attract” rings true when it comes to the interests of Brady Hammond and his wife, Alyssa. Though they share many foundational similarities, their hobbies and interests are about as opposite as they come. This was especially evident in their prior careers in education when Brady was an athletic director and varsity basketball coach while Alyssa taught high school English and directed theater.

By Lorelei Ball

They eventually found some vocational common ground and brought their complementary skillsets together as part of the Hammond Family Group—one of the top real estate teams in the area for Coldwell Banker Vanguard Realty. Brady, a certified luxury specialist, is the team’s lead residential agent, while Alyssa serves as their dedicated staging consultant (Brady’s parents, Tommy and Nancy, specialize in commercial and land). Their family is routinely recognized as one of the top producers for Coldwell Banker Vanguard, which is of no surprise when you look at their productivity—over \$29 million in sold volume this past year alone.

REAL ESTATE ROMANCE

Brady and Alyssa met a few years into their education careers and quickly hit it off. So quickly in fact that on just their third date, Alyssa agreed to join Brady on a house-hunting mission to find his first-ever home purchase. The winner was a 1962, 4 bedroom/3 bathroom property that went on to become their “starter home” when they got married about a year later. Little did they know this early date would be “semi-prophetic” as they went on to own, renovate, and successfully flip several properties before finally making the transition to lead the residential side of the Hammond Family Group.

Along with their real estate careers, the pair now have two children, daughter Emery (4) and son Caleb (1), whom they enjoy spoiling with regular trips to local beaches, the zoo, and Disney World. Brady also still enjoys being involved with sports as he continues to coach as an assistant for the Ponte Vedra High School varsity basketball team.





Brady and Alyssa have accomplished a tremendous amount thus far in real estate and have no plans of slowing down as they continue to pursue all the potential their future holds—including hosting a new television show called “Property Tours of Northeast Florida.” The show will highlight and feature the extraordinary homes, neighborhoods, and overall real estate market that is Northeast Florida and is set to air locally on ABC later this year...stay tuned!



Alyssa and Brady have two children, daughter Emery (4) and son Caleb (1).



The Hammond Family Group. Alyssa and Brady enjoy working with Brady's parents, Tommy and Nancy.

••• **WHY REAL ESTATE?**

What Brady and Alyssa enjoy most about working in real estate is it allows them to impact people's lives in a positive and meaningful way. They love providing people with quality information and working strategically to help them reach their goals. Whether it's “winning” a dream home, successfully selling a current home, or simply advising on the ever-changing market, informing others as they make such life-changing decisions and simultaneously developing friendships along the way is extremely fulfilling.

They say what sets them apart is their “energy, work ethic, and competitiveness,” which comes from their unique backgrounds in athletics and competitive arts, respectively. Their drive to be the best and go beyond expectations is a big reason they've become “rising stars” within the industry.

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